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**Local Emergency Responders, Businesses and Organizations to Hold  
First-Ever Prepare Fair in Des Moines**

**Free event includes childrens' activities, emergency vehicle road show and prizes**

DES MOINES, Iowa – Sept. 23, 2011 – Local emergency responders, businesses and other nonprofit organizations around the Des Moines metro area are hosting a free event to encourage individuals, families, employees and employers to become better prepared for potential disasters created by both people and Mother Nature.

The 1st Annual Prepare Fair will be held Oct. 8 from 10 a.m. to 2 p.m. at Capital Square in downtown Des Moines. A number of exciting activities and displays will help attendees learn about emergency preparedness. Emergency crews will be available to answer questions and provide a hands-on tour of their equipment, including fire trucks, police cars, emergency vehicles and more. Kids can participate in a scavenger hunt, while various first responder groups and companies host interactive displays to show adults how they can be better prepared for severe weather and a variety of emergency situations.

The event is being organized by the Safeguard Iowa Partnership.

“This is the first time a Prepare Fair has been held in Iowa,” said Jami Haberl, executive director, Safeguard Iowa Partnership. “Other states have hosted similar fairs. We and our partners in the public and private sectors are excited to organize this unique event in Iowa.”

Prepare Fair highlights include:

- MidAmerican Energy Company will provide free identification kits to the first 250 families that attend the Prepare Fair. Each kit includes an inkless fingerprint kit, wallet card and DNA collection swabs that can be used to collect valuable identifying information in the event a child becomes missing.

- Two K-9s from the Paws of Life Foundation will be on hand to show families how dogs are trained to assist law enforcement officers in search and rescue operations.
- Attendees can register to win a 20-week supply of disaster preparedness supplies.
- The National Weather Service will be available to program personal weather radios to the appropriate channels so families can receive local information and warnings when severe weather is in the area.
- Children can participate in a scavenger hunt with their families. All children who complete the scavenger hunt will receive a prize.

Participating organizations and businesses will include the American Red Cross, CenturyLink, Des Moines Fire Department, National Weather Service, Nationwide Insurance, MidAmerican Energy Company, Polk County Emergency Management, and the Polk County Health Department.

“The Prepare Fair wouldn’t be possible without CenturyLink, Kerby Family Dental and Walmart,” said Haberl. “Our sponsors have helped make this event a reality.”

Sponsorship opportunities are still available. If a business or nonprofit organization is interested in helping to sponsor the event, contact 515-246-1707.

The Safeguard Iowa Partnership is a voluntary coalition of the state’s business and government leaders, who share a commitment to working together to prevent, prepare for, respond to, and recover from catastrophic events in Iowa. Created in 2007 by the Iowa Business Council and representatives from key state agencies, the partnership helps integrate business resources, expertise, and response plans with those of government during all stages of disaster management.

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